

In the Claims:

Please cancel Claims 10-13 and 15, without prejudice; and amend Claims 1 and 5 as indicated below. The status of all pending claims is as follows:

1. (Currently Amended) A reinforcement material for rubber having a flat coil shape where, when the material is in a single free state, circular loop portions are partly superposed on each other in sequence, the circular loop portions terminating without making a complete circle, and between adjacent circular loop portions, having a non-linear reformed portion with a curvature smaller than that of the circular loop portions, the non-linear reformed portion being formed by causing plastic deformation.

2. (Cancelled)

3. (Original) The reinforcement material for rubber according to claim 1, wherein the number of wraps of other loop portions superposed on an arbitrary loop portion is set to 1 to 15.

4. (Previously Presented) The reinforcement material for rubber according to claim 1, which has a low-stress elongation at a load of 10 N of 80 % or above.

5. (Currently Amended) A reinforcement material for rubber having a flat coil shape, wherein circular loop portions are partly superposed on each other in sequence, the circular loop portions terminating without making a complete circle, and between adjacent circular loop ~~portion~~portions, having a non-linear reformed portion having a curvature smaller than that of the circular loop portions, the non-linear reformed portion being formed by causing plastic deformation.

6-13. (Cancelled)

14. (Previously Presented) The reinforcement material for rubber according to claim 1, wherein the reformed portion has a length within a range of 0.05 W to 0.50 W of a coil width W of the flat coil shape.

15. (Cancelled)